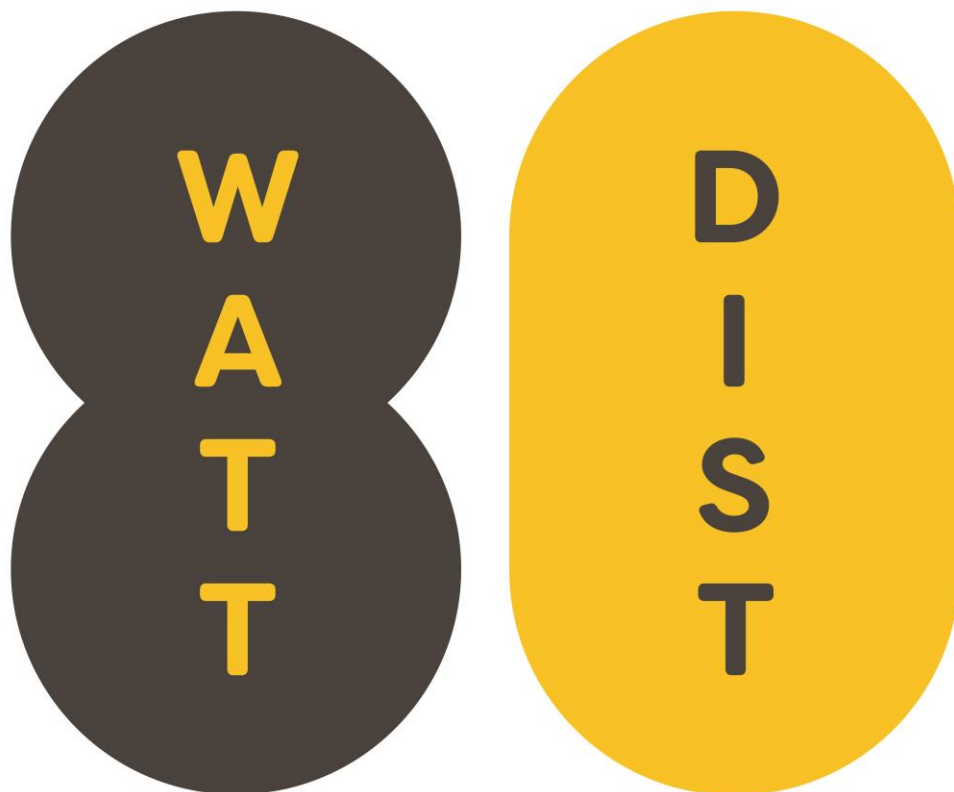


# 80 WATT DISTRICT

## Strategic Plan

2019-2020



## Table of Contents

<b>Strategy Map</b>	
• Mission, Vision	Pages 3-4
• Position/Purpose	Pages 3-4
• Values & Strategy Screen	Pages 3-4
<b>History</b>	
PBID Highlights for the 80 Watt District	Pages 4-6
<b>Strategic Plan</b> for 80 Watt District/PBID	Pages 7-9
• Target Markets/Tiers	
• Strategic Goals listed	
• Budget List	
<b>Campaigns</b>	
• Beautification Initiatives	Pages 8-9
<b>Appendices</b>	
• Strategy Screen Tool (for all objectives)	Page 10
<b>Action Plans:</b>	Pages 11-21
• Goal #1: Mapping/ Developing the 80 Watt District Guide	
• Goal #5: Social Media / Marketing objectives	
• Goal #2: Partnership/ Board Action Plans	
• Goal #3: Renewal	
• Goal #2.A: Grants & Funding Support Action Plan	
• Goal #4.A: Events	
• Goal #1.A: Security & Safety Action Plans	
• Goal #1.B: Maintenance/Clean/ Beautification Programs	
• Goal #1.C: Land Use & Advocacy Action Plans	
<b>80 Watt District/PBID Contact</b>	Page 22
• Board of Directors List	
• Staff List	

# STRATEGY MAP: 2018

---

## Mission

The purpose of the PBID is to provide activities and improvements which constitute and create a special benefit to assessed parcels within the 80 Watt District.

\*\*The PBID has been providing Security, Maintenance, Advocacy & Image Enhancement, Capital Improvements, and related Administration directly and only to assessed parcels within its boundaries.

## Vision

The 80 WATT DISTRICT/PBID will be proactive in creating a clean and safe environment for businesses and patrons, to attract new business and investment throughout the District and create a unified voice for the area.

## Brand Promise

To create a safe and clean community, attract and retain businesses and build a stronger sense of place, while enhancing the quality of life for all that live, work and visit the district.

Key Words for Values	
Hardworking	Commitment
Determined	Communication
Grit	Safety
Community	Diversity
Business	Proactive
Opportunistic	Knowledge
Benefit	Service

## Position: 80 Watt District (PBID)

The 80 Watt District is positioned as an unincorporated community within the boundaries of the County & City of Sacramento. The 80 Watt District brand is distinguished by these essential elements: business district, corridor for travelers to/from Sacramento, highlights a cluster of the construction and manufacturing industries.

## 80 WATT DISTRICT/PBID Values & Strategy Screen

---

The internal operations of 80 WATT DISTRICT/PBID (for board and staff) are guided by shared values. New strategic opportunities are assessed using a strategy screen consisting of a set of criteria developed by the board.

### Values

**Commitment:** All 80 WATT DISTRICT/PBID partners are committed to the success of the assessment district, maintaining accountability for the highest results.

**Communication:** 80 WATT DISTRICT/PBID strives to communicate regularly and effectively with partners, maintaining a commitment to honest dialog and openness to new ideas.

**Safety:** Continually striving for safety and security, so that the businesses flourish within the district.

**Diversity:** 80 WATT DISTRICT/PBID tailors its approaches to provide benefits for diverse partners, business, property owners and residents.

**Proactive:** 80 WATT DISTRICT/PBID with forward thinking, the delivers outcomes that benefit all partners, with benefits in collaboration with security/safety, clean program, land use & advocacy, and branding objectives.

**Knowledge:** 80 WATT DISTRICT/PBID builds and sustains expertise in the best practices and trends of the improvement district industry, and economic impact support.

**Service:** 80 WATT DISTRICT/PBID's leadership is a service oriented group, addressing the needs of partners while maintaining fiscal responsibility.

### Strategy Screen

*80 WATT DISTRICT/PBID uses the following criteria to evaluate strategies and opportunities:*

1. Does it drive demand to the businesses within the district?
2. Does it expand our market ?
3. Does it leverage our marketing dollars?
4. Does it accurately represent the 80 Watt District (is it consistent with the brand)?
5. Does it address the needs of diverse properties?
6. Does it keep partners at the table?
7. Is it measurable?

### History:

The **Master District Plan** of the 80 Watt District/PBID reads, “The **WAPBID (DBA: 80 Watt District)** is a benefit assessment district proposed to provide activities and improvements which constitute and create a special benefit to assessed parcels.”

This plan outlines a strategic framework for the 80 Watt District/PBID management team (nonprofit corporation) to alleviate the crime, violence, homelessness, vandalism, cleanliness, and safety in the district. The District was created in 2015, as the Watt Avenue Property Business Improvement District (WAPBID) by the County of Sacramento Board of Supervisors, for a five (5) year term, ending on December 31, 2020.

### Impetus on forming:

1. The need to be proactive in determining the future of Watt Avenue.
2. The need to attract new business and investment throughout Watt Avenue and surrounding business areas.
3. An opportunity to create a private/public partnership with a unified voice.
4. An opportunity to establish private sector management and accountability.
5. The opportunity to join forces and address common issues.

### Renewal of PBID:

The 80 Watt District -PBID has shown success in regenerating the business community with increased economic impact , partnerships, and quality of life. The benefits have been increased profitability, increased employment opportunities, attraction of new businesses, clean & safe environments and more. Improved crime prevention opportunities, adopt-a-street project, beautification projects are just some of the strategic objectives to be worked on in the future.

*Cost:* The annual assessment rate to the parcel owner will be simplified, based on parcel size, parcel use, and frontage along Watt Avenue. Assessment rates will be automatic from 1-3% a year to cover increased costs of doing business.

Parcel Type	Annual Lot Rate per Square Foot	Annual Frontage Rate per Linear Foot Frontage on Watt Avenue
Fast Food/Gas Stations	\$0.0800	\$12.00
Hotel/Restaurant/ Retail	\$0.500	\$12.00
Other Commercial/ Office	\$0.0250	\$12.00
Industrial/ Vacant/ Military	\$0.0175	\$12.00

*Collection:* The County of Sacramento will be responsible for collecting the assessment (including any delinquencies, penalties and interest) from each business located within their jurisdiction, and then forwarded to the non-profit, managed by the Board of Directors representing those who pay the assessment.

*Duration:* The WAPBID has a five (5)-year life, beginning January 2016 through December 31, 2020. The renewal plan may see a 7-10 year plan. Renewal requires a the submittal of more than 50% of property owner’s positive vote to be approved, within the WAPBID, including the possible expansion of the boundaries. The Assessment will be simplified to meet easier operational administration.

*Management:* The non-profit corporation (DBA: 80 Watt District), was formed to serve as the owner’s representatives providing the improvements and activities. The County oversees our contract with this leadership group regarding the provision of services.

*Boundaries:* The boundaries include parcels primarily in the unincorporated area of Sacramento County, with a few in the City of Sacramento. The District includes approximately 174 properties, with 113 property owners.

*Boundaries may increase at renewal in 2020.*

The **80 Watt District** strategic plan defines the proven work of PBID services improve the overall viability of commercial districts, resulting in higher property values, lease rates, occupancy rates, and sales volumes.

The **80 Watt District** aligns with the other PBIDs within the County of Sacramento, specifically benefitting assessed parcels via an increase in commercial activity throughout the District, by making it a cleaner, safer, more attractive area for both tenants and customers.

### **Abundance**

- Wholesale business support in construction, building and other needs
- Fast-Food Restaurants for the commuter
- Competitive Office Space available
- Excellent connection to the I-80, Business 80 and I-5, near McClellan Park

### **Opportunity/Discovery**

- Anything is possible
- Pioneering spirit
- Community connection opportunities
- Place where businesses can grow and innovate

### **City/Suburban Lifestyle**

- Easy access to Downtown Sacramento
- Friendly, welcoming, highly individualistic, unique business locations
- Economic opportunities with close locations to quality of life living
- Access to light rail

### **2015 Highlights of Watt Avenue and I-80** (source: NewsReview.com)

“Along with an area of Watt Avenue north of Auburn Boulevard, it’s one of the county’s busiest open-air prostitution markets. Busier still since federal authorities raided an online escort operation last summer.”

- 68 Offenses from Jan 1, 2015 to July 1, 2015: Murder, Robbery, Theft, Sex related offenses
- 32 Burglary Offenses from Jan 1, 2015 to July 1, 2015

### **2016 Highlights of 80 Watt District** (source: RioLindaonline.com and Sac County Sheriff’s Dept)

“On July 28, 2015, the Sacramento County Board of Supervisors formed the Watt Avenue Property and Business Improvement District (PBID). The PBID includes properties in the area between Watt Avenue, Roseville Road and Interstate 80. Property owners in the proposed district recently cast ballots in favor of forming the PBID. A coalition of businesses in the area requested its formation. Their goal is to increase occupancy, property values and sales, and attract new tenants. Funds generated by the PBID will be used for increased security, image enhancement, maintenance and abatement and capital improvements.”

- **30% DECREASE:** 47 Offenses from Jan 1, 2016 to July 1, 2016: Murder, Robbery, Theft, Sex related offenses
- **25% DECREASE:** 24 Burglary Offenses from Jan 1, 2016 to July 1, 2016.

### **2017 Highlights of 80 Watt District** (source: Sacramento County Sheriff’s Department)

- Vehicle Stops: There has been a 112% increase since 2015 primarily a result of proactive SSD enforcement actions.

- Suspicious Subjects: There has been a 4% decline in calls since 2015
- Disturbance: There has been a 25% decline in calls since 2015
- Suspicious Vehicle: There has been a 85% increase in calls since 2015, resulting from proactive SSD enforcement actions.
- Trespassing: There has been a 35% decline in calls since 2015.

**Transient related calls were down by 23% during 2017 when compared to 2016 data!**

**2018 Hotspots of 80 Watt District** (source: Sacramento County Sheriff's Department)

<b>Hot Spots:</b>	<b>Total (Jan-July) calls</b>	<b>calls in May, June, July</b>
• Walmart:	374	177
• Americas Best	98	40
• Red Roof Inn	100	66
• MMobile Home Park	71	32
• 7-11	94	45
• 76	30	29
• Golden Corral	60	39
• Star Bucks	24	21
• Dollar Tree	32	18
• Safe Credit	25	13

<b>SSD</b>	<b>APRIL</b>	<b>BY JULY 2018</b>
Trespassing	64	115
Burglar ALARMS	73	178
Burglary	18	37
Theft, petty	18	48
Suspicious Subjects	143	322

**Total Calls for Service: APRIL: 1541 by JULY: 2546**

\*\*While some numbers have gone up-this primarily is a result of proactive SSD enforcement actions.

**Paladin Private Security- 2018 Report  
Number of CALLS and/or Officer Initiated**

288	Panhandling
904	Loitering
40	Soliciting
599	Unlawful Camping
209	Interfering with Business
556	Refusal to Leave
32	Welfare Check
50	Burglary/Alarm Activation
604	PR Visits

The 80 WATT DISTRICT/PBID leaders are providing an invaluable assistance in creating a strategic plan that will help fortify the 80 Watt District brand and capitalize on emerging opportunities. We see this as an opportunity to strategically support the 80 Watt District, in a way that is responsive, creative and forward-thinking and will continue to generate economic revenues that will contribute to the vitality of the businesses within the 80 Watt District.

### **Strategic plan for 80 Watt District/PBID**

- Short Term: 1 year (2019-2020)
- Long Term: 5 years goals/objectives (2019/2020 and per renewal 2020-2024)

This plan will help 80 WATT DISTRICT-PBID reach our goals of ‘building a sense of place,’ and giving us realistic and measurable objectives. This ‘strategic document,’ will help focus our resources and plan for business growth. *Having this type of ‘strategy direction,’ will support our efforts in following way:*

- Identify our service plan for the year to two years (Short term), to four years (Long term)
- Understand and evaluate our PBID services and support products
- Identify our beautification projects for ‘quality of life’ needs
- Position our brand to increase economic impact in the local businesses
- Set specific, measurable goals and timeframes for our beautification and marketing activities
- Map out a strategy to reach our target audience and the tools needed for success.

**Tier One:** Create map for business outreach for open commercial and retail spaces within the PBID

**Tier Two:** RENEWAL / Addition of boundaries

### **Strategic Goals 2019 - 2020**

**Goal 1:** Establish an inspiring identity by mapping the region in the 80 Watt District to understand business strengths, open vacancies and lease rates in real estate, excellence and vulnerabilities in security and maintenance needs and marketing opportunities. Investment into an ‘Economic Impact Study’ will help the renewal, business opportunities and more.

**Goal 2:** Build and strengthen relationships with strategic business partners, through communication, convening and grant (sponsorship) support to local business, thus encouraging the strength for renewal.

**Goal 3:** Build and strengthen outreach campaigns and sponsorships to property owners providing constructive support and accessible outreach and renewal information, so that renewal is straightforward and uncomplicated.

**Goal 4:** Engage partners in a coordinated and unified effort at events including collaboration opportunities to showcase our mission, vision and branding to the larger communities.

**Goal 5:** Increase the online presence of 80 WATT DISTRICT/PBID through web marketing and social media strategies.

The 80 WATT DISTRICT/PBID ’s top priorities continue to be a strong partnership with the County of Sacramento and other key stakeholders in strengthening a ‘virtuous cycle’ of economic stimulus. In turn, spending generates millions of dollars in income for the businesses, assuring jobs for thousands of local residents. Finally, as the local economy expands, the assessment and taxes (both TOT, property and sales tax) will increase, allowing the county to increase their investment into the economy.

**NOTE:**

Using the following principles the dollars from the 80 Watt District/PBID will provide the following: Do what the businesses cannot do by themselves.

**The 80 Watt District will provide the following:**

- 1) Security Services
- 2) Maintenance & Beautification programs
- 3) Marketing and Advocacy -Communications platform to promote the 80 Watt District Brand,
- 4) Capital Improvements
- 5) Administration & Collection
- 6) Contingency & Renewal of the PBID

**Deliver value to and collaborate with business-serving industries within the PBID**

The 80 Watt District Administration will be a resource to the businesses by providing opportunities, authoritative research, messaging framework, networking opportunities and support resources vital to the success of their operations. (Economic Impact data, Security/Safety data, Maintenance/Beautification data and more)

**Build awareness and preference for the 80 Watt District brand to stimulate economic impact**

The 80 Watt District will develop marketing programs that attract new consumers to the North Highlands, CA , through the power of the 80 Watt District Brand, while boosting the image of the District overall. A diverse array of sponsorship programs will provide opportunities to reach new markets that are otherwise cost-prohibitive. Local projects are in the first tier, and as we grow and strengthen, digital branding, social media marketing and public relations campaigns, Monument signage, and banner programs, are only a few projects that will provide messaging to continue the growth of the 80 Watt District.

**Encourage the use of key metrics and ROI to define the strategic direction of the program**

The 80 Watt District will work with the Security and Safety leaders, Maintenance team and outside vendors to track and evaluate our program(s) impact on the improvement activities. This will reinforce our value to property owners and the impacted County of Sacramento.

**BUDGET for 2019: \$523,300.10 (in bank: \$668,225.00 by end of December 31, 2019)**

<b>Security:</b>	<b>\$248,361.84</b>	<b>= 50%</b>	<b>TOTAL: \$ 523,300.10</b>
<b>Maintenance:</b>	<b>\$ 81,399.00</b>	<b>= 16%</b>	
<b>Marketing/Advocacy</b>	<b>\$ 46,180.38</b>	<b>= 11%</b>	
<b>Capital Improve-</b>	<b>\$ 35,761.88</b>	<b>= 9%</b>	
<b>Administration:-</b>	<b>\$ 34,752.22</b>	<b>= 8%</b>	
<b>Contingency:</b>	<b>\$ 76,843.92</b>	<b>= 6%</b>	<b>***\$72,000 budgeted for renewal costs =16.4%</b>

This one time renewal cost will cover all expenses for an engineer, legal costs with Civitas and any need for the renewal of our PBID. Our goal is renew for 7-10 years, with 85% approval.



### **CAMPAIGN PLANS: #WattsHappening/ #80WattStrong/ #80WattSpot**

1. Street Banner Outreach
2. Printed materials for business support ((in the works for events)
3. Public Relations Calendar (in the works)
4. Social Media Marketing Calendar (in the works)
5. Media Buys (in the works)
6. Local ‘place-making’ opportunities

### **Marketing and Advocacy:**

A marketing program will promote assessed business destinations. The Advocacy program will have a central theme of promoting the 80 Watt District, as a desirable place for business. The program will have the goal of increasing economic impact through the following activities on assessed:

- Internet marketing efforts to increase awareness and optimize internet presence to drive economic impact to businesses;
- Attendance of events to promote the brand and district businesses;
- Shop Local App for businesses;
- Familiarization tours of 80 Watt District businesses for CPTED and beautification projects
- Preparation and production of collateral promotional materials such as development guide, brochures, flyers and maps featuring businesses;
- Lead generation activities and ‘development guide,’ designed to attract interest to more businesses and identify open space for new business.

### **Local Marketing and Beautification Programs**

Local marketing and beautification funds (sponsorships included) will be utilized to promote the brand and businesses within the PBID.

The Beautification/Marketing Committee shall meet monthly and be determine on opportunities to recommend to the board for approval. Each marketing program must be approved by a majority of the quorum. The committee shall be charged with developing budgets and priorities for the local marketing funds with the focus to drive economic impact. The marketing and advertising opportunity shall be created and approved by the committee with final approval given by the full 80 WATT DISTRICT/PBID Board of Directors.

**\*\*ALL programs will use the STRATEGY SCREENING TOOL when creating campaigns, purchasing advertising or destination marketing any/all other types of promotions. (BELOW, page 9)**

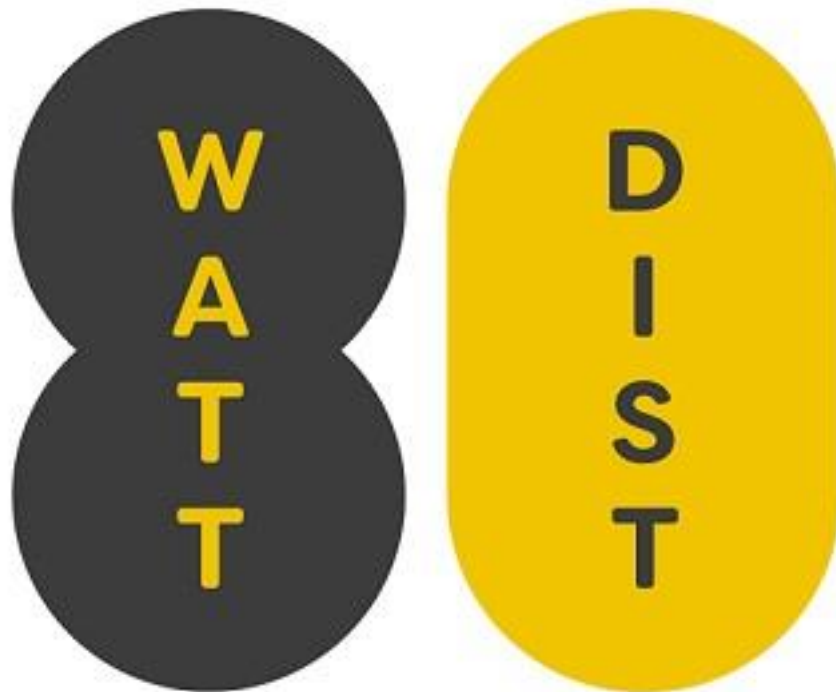
# Strategy Screen Tool

At times, the 80 WATT DISTRICT/PBID may need to select one strategy or opportunity among several. Use this tool to rank the proposed strategies/opportunities on a scale of 0 to 5 (0: It does not meet our criterion/ 5: Completely meets our criterion). Totaling the scores will provide a relative ranking of opportunities, a starting point for a dialog which strategy/opportunity should be chosen.

Name of Opportunity 2019	1. Renewal	2. Map-Watts Happening	3. Beautification Projects	4. Economic Study
Criteria				
Does it drive demand to the businesses within the district?				
Does it expand our market?				
Does it leverage our marketing dollars?				
Does it accurately represent 80 Watt District (is it consistent with the brand)?				
Does it address the need of diverse properties?				
Does it keep our partners at the table?				
Is it measurable?				
Totals:				

80 Watt District  
Property Business Improvement District

2019/2020  
**ACTION PLANS**



**Action Plans Include:**

- 1) Relationship/Collaboration
- 2) Renewal
- 3) Security/Safety Initiatives
- 4) Maintenance & Beautification Programs
- 5) Land Use & Advocacy: Political support
- 6) Marketing & Branding: Website, Advertising, Events, PR, SMM

**80 Watt District/PBID**  
**2019-2020 Branding Action Plan –Marketing/Advocacy**

**Marketing Committee Goal 1:** Establish an inspiring identity by mapping the region in the 80 Watt District to understand business strengths, open vacancies and lease rates in real estate, excellence and vulnerabilities in security and maintenance needs and marketing opportunities. Investment into an ‘Economic Impact Study’ will help the renewal, business opportunities and more.

<b>ACTIVITIES</b>	<b>MEASURABLE OBJECTIVES</b>	<b>WHO</b>
1) Database update for correct information on all properties, businesses (owners/managers)	1) Use County list to connect and update all properties/businesses in PBID Manager-outreach to confirm correct information (email, calls, mail -Member survey/detail updates)	1) Executive Director with support from County staff 2) Intern
1) Gather input to determine where/what to focus on for the Development (Amenities) Map. 2) Design a list of vacant land (owners?), retail, wholesale, services, office, food & drink, hospitality, arts/culture, circulation areas (RT), open vacancies, employment #'s 3) **Gather information and connect on (Threats) transients, prostitution, crime to connect with business area/locations	1) List by industry, clusters 2) List updated and connected with each owner/ manager (checked off)	1) Committee - taking section to gather info/ updates 2) Intern updates on PBID manager
Developing 80 Watt District Pamphlet (Business Guide) & Annual Report 1) Designer 2) Printer 3) Outreach with Collateral information (why are we doing this?)		Marketing Committee recommend changes based on results of cost, design.
Increase the online presence of 80 WATT DISTRICT/PBID through web marketing and social media strategies.	Website updates- (may need expert support)  Social Media- following events & interviewing businesses.	Marketing Committee recommend changes based on results of events, cost of web expert.

## 80 Watt District/PBID 2019-2020 Marketing/Social Media Action Plan

**Marketing Committee Goal 5:** Drive demand through marketing plan with social media marketing, and media buys aligned with the 80 WATT DISTRICT/PBID mission, vision, purpose and brand.

**Other relevant marketing objectives:** Balance between general exposure (often difficult to measure) and measurable results in attracting specific target markets or building specific business (e.g. mid-week); Target mid-week business; making sure all advertising/marketing (including print and digital) into alignment.

ACTIVITIES	MEASURABLE OBJECTIVES	WHO
<i>Evaluate marketing needs develop a plan and budget for allocating resources in 2019-2020.</i>	<i>Strategy in place by March 1, 2019</i>	<i>Marketing committee recommends; board approves.</i>
<p><i>80 WATT DISTRICT/PBID adapts strategy as needed by priority:</i></p> <ol style="list-style-type: none"> <li>1) <i>Collateral</i></li> <li>2) <i>Banners</i></li> <li>3) <i>Signage (including Gateway)</i></li> <li>4) <i>Shop Local App</i></li> <li>5) <i>Media outreach</i></li> <li>6) <i>Video</i></li> </ol>	<p><i>Collateral Needs: List for outreach</i></p> <ol style="list-style-type: none"> <li>1) <i>Development Publication</i></li> <li>2) <i>Annual Report</i></li> <li>3) <i>Brochure for Security</i></li> <li>4) <i>Marketing/ Sponsorship Packet</i></li> <li>5) <i>Outreach table/promotional items</i></li> </ol>	<i>Marketing Committee recommend changes based on results.</i>
<p><i>Marketing Committee recommends the plan to Board for implementation.</i></p> <p><b>Campaigns:</b></p> <ol style="list-style-type: none"> <li>1) <i>WattsHappening #80WattDistrict</i></li> <li>2) <i>#80WattStrong #80WattD</i></li> <li>3) <i>#80WattSpot #ImprovementDistrict</i></li> </ol>	<p><i>Marketing Plan to Board by April 2019</i></p> <p>1) <i>Create a Creative Campaign with dates for item:</i></p> <p><i>#WattsHappening=street banners, shop local, networking events</i></p>	<i>Marketing committee gives to board for review and approval</i>
<p><b>Advocacy:</b></p> <ul style="list-style-type: none"> <li>• <i>Homeless Camping Law</i></li> <li>• <i>NEEDS brochure for support</i></li> </ul>		
<i>Engage partners in a coordinated and unified effort at events including collaboration opportunities to showcase our mission, vision and branding to the larger communities.</i>	<p><i>Create Lunch &amp; Learn events</i></p> <p><i>Participate in Chamber events</i></p> <p><i>Renewal Meetings-outreach</i></p> <p><i>Participate in business/outreach events</i></p> <p><i>Annual Meeting/ Annual Lunch</i></p>	<i>Marketing Committee</i>
<p><b>GOAL 4: See 4.A</b></p> <p><i>Create Task list for Grants approved. Write Grants and allocate surplus funds from grants as needed to support Campaigns.</i></p>	<i>Surplus funds are allocated in a timely manner.</i>	<i>Marketing Committee offers options; E.D. and Marketing Committee recommend; board approves.</i>

**80 Watt District/PBID  
2018-19 PARTNERSHIP Action Plan –Full Board**

**Goal 2:** Build and strengthen relationships with strategic business partners, through communication, convening and grant (sponsorship) support to local business, thus encouraging the strength for renewal.

<b>ACTIVITIES</b>	<b>MEASURABLE OBJECTIVES</b>	<b>WHO</b>
<i>Communicate clearly and regularly with Sac County, Sac Sheriff, Paladin Security, CHP, PBID members, SMUD Team, Economic Development contacts on ‘WattsHappening’ and renewal support.</i>	<i>Contact/Review with information at least 2 times each quarter to share successes.</i>	<i>Board members; E.D. property owners, partners.</i>
<i>Communicate and update the Board of Supervisors on the annual report using video and digital support.</i>	<i>Design and communicate our ‘accomplishments and successes,’ to the BOS in June-July 2019.</i>	<i>Chairman; E.D.  Selected partners to speak on behalf of the 80 Watt District.</i>
<i>Host an annual lunch of the 80 WATT DISTRICT/PBID with key partners to showcase the work and present the state of regional tourism/forecast.</i>	<i>Annual lunch held by November 2019</i>	<i>Board Chair &amp; E.D.  Selected partners to speak on behalf of 80 Watt District/</i>
<i>Create, Cultivate and Support potential demand generators, including (potentially) place-making location for community involvement.</i>	<i>Develop strategic alliances with demand generators. Example: Special Business Events, Farmers Market, Adopt-a-Street, Celebration Park,</i>	<i>Board members</i>
<i>Work with North Sac Chamber of Commerce, Environmental Justice and other PBID’s for ‘leadership programs.’</i>	<i>Create a ‘Leadership program’ to set up programs of support and business growth.</i>	<i>Board members</i>
<i>Board Nomination- for new members to bring to board in 2020</i>	<i>Bringing members into the committees to work with the board on economic vitality</i>	<i>Board members/ Chair/ E.D.</i>

**80 Watt District/PBID  
2018-19 Board Support Action Plan–Full Board  
RENEWAL**

**Goal 3:** Build and strengthen outreach campaigns for renewal support to property owners providing constructive and easily accessible outreach and renewal information as needed, so that renewal is straightforward and uncomplicated.

<b>ACTIVITIES</b>	<b>MEASURABLE OBJECTIVES</b>	<b>WHO</b>
<i>Set up Civitas/Steering Committee roles/ outreach tasks</i>	<i>Review monitor and guide the process for renewal</i>	<i>Steering Committee, Civitas</i>
<i>Lead the committee/ board to outreach to stakeholders for focus groups, plan review workshops and forums</i>	<i>Civitas to provide updated data, Set up meetings, events for support</i>	<i>Steering Committee, Civitas</i>
<i>Meet with stakeholders one on one, call, email outreach</i>	<i>Civitas data, PBID manager updated and used to reach out to all members</i>	<i>Steering Committee, Board of Directors</i>
<i>Budget/ Services District Parameters Assessments Master District Plan Development</i>	<i>Determine the area of service, extending service, changing or deleting types of service, assessments simplified.</i>	<i>Committee review as needed; board approves</i>
<ul style="list-style-type: none"> <li>• <i>Petition Preparation</i></li> <li>• <i>Set up presentations to Board of Supervisors,</i></li> <li>• <i>Media outreach,</i></li> <li>• <i>Celebration Reports</i></li> </ul>	<i>As scheduled per Civitas timeline</i>	<i>Steering Committee</i>
<i>Budgets &amp; Services: Outreach to all members, to showcase services and support</i>	<i>Create a list of services and collateral to share with all members, so that they are engaged.</i>	<i>Steering Committee</i>
<ul style="list-style-type: none"> <li>• <i>Renewal 2020: Extend boundaries,</i></li> <li>• <i>Data and mapping timeline</i></li> <li>• <i>Signatures</i></li> <li>• <i>County Hearings</i></li> </ul>	<i>Collection of all signatures</i>	<i>Steering Committee/ Board</i>

## 80 Watt District/PBID 2018-19 GRANTS Action Plan—Full Board

**Goal 2.A:** Continually create and design grant funding, approved by the Board, so that the Executive Director and committees may continually move forward representing and operating the PBID.

ACTIVITIES	MEASURABLE OBJECTIVES	WHO
<i>Continue to develop a list of grants to meet the need of the district.</i>	<i>Grants to be approved by the board?</i>  <i>Grants must be written in timeframe needed. WRITER?</i>	<i>E.D. drafts policy; marketing committee reviews; board approves</i>
<i>Grant support: Continually outreach to partners on grant opportunities</i>	<i>Using the list of possible Grant opportunities—collaborate and create a ‘working project template’ to follow.</i>	<i>E.D. drafts policy; Committees review as needed; board approves</i>
<i>Design the priorities for grant support:</i> 1) <i>Safety &amp; Security Programs</i> 2) <i>Beautification Initiatives</i> 3) <i>Community /Business Collaboration</i>		

Applied	GRANT NAME	DESCRIPTION	DUE	Approved
✓	Shine Grant (Light It Up Proposal!) with SMUD support	Working with CPTED direction-adding lights to areas of the 80 Watt District in need of lighting (matching grant)	June 2018	\$20,000- January 2019
✓	Sac County TOT Grant (Community CPTED Enhancement Project)	CPTED training, creation of experts, support for business assessment, funding when owner participates	July 2018	Declined
	Firehouse Subs (80 Watt Strong)	Creating materials to support business and residents with gangs, prostitution, transients. Security product support will be available to order for personnel (with logo) promotion items for Security to hand out with logo	August 2019	
	Transformer Wrap Program (SMUD)	Looking for Electrical Transformer boxes for wrap, mural support	August 2019	
	AARP (Community Enablement Projects)	Working on ‘placemaking’ locations for residents/ businesses to participate in and volunteerism	2019	
	Union Pacific	Collaboration/ learning opportunities on railway/ community safety, creation of ‘placemaking opportunities,’ with UP involvement.	2019	



## 80 Watt District/PBID 2018-19 EVENTS Action Plan –Full Board

**Goal 4.A:** Engage partners in a coordinated and unified effort at events to promote economic impact both local and outside of the district.

ACTIVITIES	MEASURABLE OBJECTIVES	WHO
<i>Continually update the database on PBID Manager, so that all information stored is correct and useable.</i>	<i>Email bounces are few, less returned mail, more involvement of businesses</i>	<i>E.D. , Intern</i>
<i>Develop an Event (promotional) participation strategy and a calendar for the next 12 months; utilize strategy screen to vet ideas and outreach.</i>	<i>Calendar developed by February 13, 2019</i>	<i>Marketing Committee draft events; board approves.</i>
<i>Solicit interest from partners in participating in a shared effort at upcoming events and/or marketing outreach. Develop a coordinated presence for events.</i>	<i>80 WATT DISTRICT/PBID will be represented through a coordinated presence. Need to create steps/tasks for outreach to get involvement</i>	<i>Committees/ Board of Directors, E.D.</i>
<i>Continue (monthly-bimonthly) electronic newsletter, one annual printed newsletter (August?)to support events. Social Media daily updated as possible</i>	<i>Create as news breaks or details need shared with membership. Monthly, if possible.</i>	<i>E.D. / Committees/ Board of Directors/ Partners</i>
<i>Plan and host quarterly ‘Lunch and Learn’ events</i>	<i>Start: 2<sup>nd</sup> Quarter 2019 1) March 2019 2) August 2019 3) November 2019 (Annual lunch) 4) December 2019</i>	<i>E.D. / Committees/ Board of Directors/ Partners</i>
<i>Design, create and host Annual Impact Lunch (NOVEMBER 2019)</i>	<i>-Keynote speaker -Video presentation -promotional items -Sponsorship Packages</i>	<i>E.D. / Committee/ Board of Directors</i>
<b><i>Business/Community Events:</i></b> <ul style="list-style-type: none"> <li>• <i>Adopt-A-Highway</i></li> <li>• <i>Adopt-A Street</i></li> <li>• <i>Farmers Market</i></li> <li>• <i>Community Celebration Garden</i></li> <li>• <i>Light It Up Event (celebrating accomplishments)</i></li> </ul>	<i>Continue to work with partners in events, creating a ‘sense of place,’ outreach to community for Quality of Life.</i>	<i>All partners, members</i>

**80 Watt District/PBID  
2018-19 Security & Safety Action Plan**

**Goal 1.A :** Continually implement and maintain the safety and security of the 80 Watt District for business, residents and visitors alike

ACTIVITIES	MEASURABLE OBJECTIVES	WHO
<i>Continue to coordinate and implement tasks with the 'Security Task Force,' at monthly meetings to conduct the action plans</i>	<i>Meeting monthly to go over updates/objectives/needs with Task Force. Sac Sheriff's CHP Sac Police Paladin Security Wells Services County Office Meets weekly with Off-duty Officer/Paladin to go over agenda on needs for the week.</i>	<i>Security Chair / Vice Chair / ED       Security Chair / Vice Chair / ED</i>
<i>Scope of work?</i>	<i>Our goals are to tackle issues by strategically making changes and upgrades security and safety for the businesses and residents.</i>	<i>Set by the Chair/VC and support drafted by the ED for approval of BOD</i>
<i>HOT Program</i>	<i>Collaborate with the HOT team on the transients coming into 80 Watt District</i>	<i>Sac Sheriff Dept, HOT, Security Task Force</i>
<i>POP Program</i>	<i>Collaborate with the POP team on the security/safety (gangs, prostitution, theft) coming into 80 Watt District</i>	<i>Sac Sheriff Dept, POP, Security Task Force</i>
<i>PBID Manager / Database Reports</i>	<i>Continually update all database information, add details, reports, pictures to connect with all prop owners and businesses</i>	<i>E.D. Intern (Director Monica Billey support)</i>
<i>PR Visits: Collateral and support efforts</i>	<i>Meet with all business owners, prop owners with face-to-face meetings showing support and effort on the part of the PBID</i>	<i>Paladin Officers E.D. Chair /Vice Chair BOD</i>
<i>Funding support: Hours of work Grants for support</i>	<i>Continually watching and searching for grants or other types of funding to support our efforts within the PBID</i>	<i>Grant Writer E.D. BOD (funding support)</i>
<i>Website update: Quarterly review and insights on the PBID</i>	<i>Monthly update by E.D. and Intern, adding pictures, news, updates on a monthly schedule</i>	<i>E.D. /Intern Marketing Committee</i>

<p><b><i>FUTURE Training and Volunteer Opportunities:</i></b></p> <ul style="list-style-type: none"> <li>• <i>CPTED</i></li> <li>• <i>CERT</i></li> <li>• <i>Volunteer Policing</i></li> <li>• <i>80 Watt Strong Community Ambassadors</i></li> </ul>	<p><b><i>CPTED: Crime Prevention Through Environmental Design</i></b></p> <p><b><i>CERT: Certified Emergency Response Team</i></b></p> <p><b><i>Volunteer Policing:</i></b> <i>giving back to the community and exploring your interest in the criminal justice by volunteering with the local police force.</i></p> <p><b><i>80 Watt Strong Ambassadors:</i></b> <i>Local volunteers that represent the 80 Watt District. Their role is to serve as a community liaison, providing a direct point of communication with our businesses, residents, visitors and creating awareness of events and opportunities within our community.</i></p>	
<p><i>Business Outreach</i></p>	<ul style="list-style-type: none"> <li>• <i>Human Trafficking Training</i></li> <li>• <i>Environmental Justice Training</i></li> <li>• <i>Business Leadership with the North Sac Chamber of Commerce</i></li> </ul>	

## 80 Watt District/PBID 2018-19 Maintenance Action Plan

**Goal 1:** Continue to implement a (Maintenance) Clean program, so that the 80 Watt District is shown clean, maintained and has a beautification program. **(Will change with Proposal update)**

ACTIVITIES	MEASURABLE OBJECTIVES	WHO
<i>Design and implement a public services Clean Program:</i> <ol style="list-style-type: none"> <li>1) Litter abatement</li> <li>2) Grafitti removal</li> <li>3) Street Sweeping</li> <li>4) Bulky item p/u</li> </ol>	<i>Update map of all locations needed maintenance for daily, weekly, monthly updates. upgrades to business locations and streets, for physical, economic and relational impact</i>	<i>Wells Services, E.D. /Committee</i>
<i>Reports for 311</i>	<i>Report to 311 (County of Sacramento) for any/all items that are 'too large for p/u, or destruction for code enforcement.</i>	<i>Wells Services, E.D./ Maintenance Comm &amp; BOD</i>
<i>County Sweeping</i>	<i>Reports and data from County on Sweeping of streets-</i>	<i>E.D. Wells Services</i>
<i>Relationships with partners for program:</i> <ul style="list-style-type: none"> <li>• CalTrans</li> <li>• CHP</li> <li>• Sac County Sheriff HOT team</li> <li>• Sac County Work Program</li> <li>• Regional Transit Authority</li> <li>• Dept of Transportation</li> </ul>	<i>Monthly detailed reports Posting on Website for review Quarterly review with teams</i>	<i>Committees, E.D.</i>
<ul style="list-style-type: none"> <li>• Adopt-A- Highway program</li> <li>• Adopt-A-Street program</li> <li>• Beautification projects: Flowers, Medians upgrades</li> <li>• Trash-for-Cash</li> <li>• Mattresses for Cash</li> </ul>		

**80 Watt District/PBID  
2018-2019 Land Use & Advocacy Action Plan**

**Goal 1.B :** Politically active in support of business, new and continued.

ACTIVITIES	MEASURABLE OBJECTIVES	WHO
<i>General Plan</i>		
<i>Specific Plan</i>	<p><b>Developments:</b></p> <ul style="list-style-type: none"> <li>• <i>Mercy Housing</i></li> <li>• <i>Love Laundromat</i></li> <li>• <i>Creekside Pet Hospital</i></li> <li>• <i>Costco-Technology</i></li> </ul> <p><b>New Business:</b></p> <ul style="list-style-type: none"> <li>• <i>Afgani Market</i></li> <li>• <i>4980 Watt Avenue: Diversity, Massage, Clinic</i></li> <li>• <i>Blueberry Vape Shop</i></li> </ul>	
<i>Connection with Property Owners to continually share information on the district and how we are using the funds to strategically grow the economic vitality</i>	<i>Connect via email, survey, call, visits with all Property Owners</i>	
<i>Website updates</i>	<i>Adding new information continually</i>	

## **80 WATT DISTRICT/PBID Board of Directors**

The 80 Watt District/PBID is governed by (no less than 7, no more than 13) member board of directors, who are responsible for the overall strategic direction and policy. The board includes representatives of the local business and leaders in the County of Sacramento.

### **Executive Committee:**

Jason Currier – Chairman of the Board  
Vanessa McCarthy-Olmstead – Vice Chair  
David Kuhnen- Past Chair  
Jim MacLaughlin- Treasurer  
Monica Billey – Secretary

### **Directors:**

Seth Astle  
Larisa Gatsmanyuk  
Jagmeet Grewal  
Mohammad Anwar  
Sam Nassirian

### **Staff:**

Rebekah Evans, Executive Director - 80 Watt District/PBID

### **CONTACT INFORMATION:**

80 Watt District/PBID  
P.O. Box 1340  
4636 Watt Avenue, #2A  
North Highlands, CA 95660

Office: 916-495-5599

Rebekah Evans, Executive Director  
Cell: 530-492-0344  
[Info@80WattDistrict.com](mailto:Info@80WattDistrict.com)  
[www.80WattDistrict.com](http://www.80WattDistrict.com)

